



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Patent Application Of:

HYUN, Phillip

Application No.: 10/066,794

Filing Date: February 6, 2002

Title: SYSTEM FOR AND METHOD OF COMPUTER  
CONTROLLED MEDIA BUYING PROGRAM

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Group Art Unit: 3625

Examiner: James H. Zurita

**AMENDMENT UNDER 37 CFR §1.111**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Dear Sir:

In response to the office Action of July 2, 2004 and the Examiner Interview conducted August 31, 2004, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on 2 of this paper.

**Remarks** begin on 8 of this paper.